


Focus Occupation: **Public Relations and Fundraising Managers** (11-2031)

Focus occupation: Public Relations and Fundraising Managers

Employment and Growth	231/ 14.4%
Ave. Monthly Wage	\$8,092
Education/Experience	Bachelor's degree/1 to 5 years


Advance FROM Focus Occupation

Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Chief Executives  (11-1011)	2	1,451/ 9.0%	BA/5 plus yrs	85
General and Operations Managers (11-1021)	1	3,735/ 6.1%	AA/1-5 yrs	86

Transfer TO and FROM Focus Occupation

Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Advertising and Promotions Managers (11-2011)	0	129/ 10.3%	BA/1-5 yrs	73

Advance TO Focus Occupation

Occupation	Rung	Employment/ Growth	Education/Experience	Similarity
Education Administrators, Postsecondary (11-9033)	-1	224/ 10.9%	MA/1-5 yrs	79
Managers, All Other  (11-9199)	-1	2,409/ 10.6%	HS/1-5 yrs	85
Legislators (11-1031)	-2	209/ 3.0%	BA/1-5 yrs	70
Public Relations Specialists (27-3031)	-3	358/ 9.1%	BA	85

Important note: A worker does not necessarily have to traverse every rung to advance to or from the focus occupation. Occupations above and below the focus occupation are directly related to the focus occupation, but they are not necessarily directly related to each other. For example, actors and athletes are both related to agents of artists, performers, and athletes, but actors and athletes are not directly related to each other.

Analysis and development of the career lattice is by the Alaska Department of Labor and Workforce Development, Research and Analysis Section.

Data sources used for research and analysis: O*NET (Occupation Information Network), Alaska Occupational Data Base (ODB), Standard Occupational Classification Manual, North American Industry Classification System manual, Bureau of Labor Statistics Occupational Employer Survey (OES) wage estimates.